

What is claimed is:

- 1 1. A system for providing text summarization for use in Web-based
2 content, comprising:
3 a text identifier to determine text responsive to an executed query
4 comprising one or more query terms;
5 a phrase identifier to identify phrases within the text; and
6 a phrase summarizer to summarize the phrases into summarized text,
7 comprising:
8 a word marker to mark at least one word in the phrases;
9 a matcher to match zero or more words in the phrases to the query
10 terms; and
11 a word placer to place at least one of a matched word or a marked
12 word into the summarized text subject to space restrictions.
- 1 2. A system according to Claim 1, wherein the phrases are identified
2 by content separators evaluated within the text relative to the zero or more words.
- 1 3. A system according to Claim 2, wherein the content separators
2 comprises at least one of breaking punctuation, parenthetical text and breaking
3 prepositions.
- 1 4. A system according to Claim 2, further comprising:
2 a phrase matcher to match the zero or more words to the query terms
3 independent of at least one of case and suffixes.
- 1 5. A system according to Claim 2, further comprising:
2 a word locator to locate at least one significant word situated relative to
3 one such matched word within at least one phrase, and to place the at least one
4 significant word into the summarized text subject to space restrictions.
- 1 6. A system according to Claim 5, further comprising:
2 a word marker to mark one or more unplaced words situated relative to
3 one or more matched words and the at least one significant word within at least

4 one phrase, and to place one or more marked words or matched words into the
5 summarized text subject to space restrictions.

1 7. A system according to Claim 6, further comprising:
2 a word selector to select the marked words in one of right-to-left and left-
3 to-right order.

1 8. A system according to Claim 1, wherein the phrases are identified
2 by parts of speech determined by tagging the parts of speech within the text.

1 9. A system according to Claim 8, further comprising:
2 a word dropper to drop one or more words situated relative to a
3 grammatical phrase boundary.

1 10. A system according to Claim 9, further comprising:
2 a word adder to add one or more words situated relative to one or more
3 non-dropped words.

1 11. A system according to Claim 9, further comprising:
2 a boundary identifier to determine the grammatical phrase boundary based
3 on at least one of one or more predetermined punctuation marks and a
4 prepositional phrase.

1 12. A system according to Claim 11, wherein the predetermined
2 punctuation marks comprise at least one of a hyphen, colon and parenthesis.

1 13. A system according to Claim 8, further comprising:
2 a word selector to select one or more words situated relative to a
3 grammatical phrase boundary, wherein the word comprises one of a rightmost
4 proper noun, a regular noun immediately following the rightmost proper noun,
5 and a regular noun if the rightmost proper noun is not found, and to place the one
6 or more selected words into the summarized text subject to space restrictions.

1 14. A system according to Claim 1, further comprising:
2 a confidence level associated with summarized text; and

3 an evaluator to evaluate a quality of the summarized text based on the
4 confidence level.

1 15. A system according to Claim 14, further comprising:
2 an adjuster to adjust the confidence level relative to one or more dropped
3 words.

1 16. A system according to Claim 1, wherein at least one word
2 comprises a compound word comprising a plurality of individual words.

1 17. A system according to Claim 1, further comprising:
2 a case normalizer to normalize the case for letters occurring in each of the
3 zero or more phrases.

1 18. A system according to Claim 1, wherein the text comprises at least
2 one of an advertisement, search results and Web content.

1 19. A system according to Claim 1, wherein the text comprises non-
2 Web content.

1 20. A system according to Claim 1, further comprising:
2 a text placer to place the summarized text in at least one of an advertising
3 creative, summarized search results and summarized Web content.

1 21. A system according to Claim 1, further comprising:
2 a text placer to place the summarized text into at least one of a table cell
3 and column entry.

1 22. A method for providing text summarization for use in Web-based
2 content, comprising:

3 determining text responsive to an executed query comprising one or more
4 query terms and identifying phrases within the text; and

5 summarizing the phrases into summarized text, comprising:

6 marking at least one word in the phrases;

7 matching zero or more words in the phrases to the query terms; and

8 placing at least one of a matched word or a marked word into the
9 summarized text subject to space restrictions.

1 23. A method according to Claim 22, further comprising:
2 identifying the phrases by content separators evaluated within the text
3 relative to the zero or more words.

1 24. A method according to Claim 23, wherein the content separators
2 comprises at least one of breaking punctuation, parenthetical text and breaking
3 prepositions.

1 25. A method according to Claim 23, further comprising:
2 matching the zero or more words to the query terms independent of at
3 least one of case and suffixes.

1 26. A method according to Claim 23, further comprising:
2 locating at least one significant word situated relative to one such matched
3 word within at least one phrase; and
4 placing the at least one significant word into the summarized text subject
5 to space restrictions.

1 27. A method according to Claim 26, further comprising:
2 marking one or more unplaced words situated relative to one or more
3 matched words and the at least one significant word within at least one phrase;
4 and
5 placing one or more marked words or matched words into the summarized
6 text subject to space restrictions.

1 28. A method according to Claim 27, further comprising:
2 selecting the marked words in one of right-to-left and left-to-right order.

1 29. A method according to Claim 22, further comprising:
2 identifying the phrases by parts of speech determined by tagging the parts
3 of speech within the text.

- 1 30. A method according to Claim 29, further comprising:
2 dropping one or more words situated relative to a grammatical phrase
3 boundary.
- 1 31. A method according to Claim 30, further comprising:
2 adding one or more words situated relative to one or more non-dropped
3 words.
- 1 32. A method according to Claim 30, further comprising:
2 determining the grammatical phrase boundary based on at least one of one
3 or more predetermined punctuation marks and a prepositional phrase.
- 1 33. A method according to Claim 32, wherein the predetermined
2 punctuation marks comprise at least one of a hyphen, colon and parenthesis.
- 1 34. A method according to Claim 30, further comprising:
2 selecting one or more words situated relative to a grammatical phrase
3 boundary, wherein the word comprises one of a rightmost proper noun, a regular
4 noun immediately following the rightmost proper noun, and a regular noun if the
5 rightmost proper noun is not found; and
6 placing the one or more selected words into the summarized text subject to
7 space restrictions.
- 1 35. A method according to Claim 22, further comprising:
2 associating a confidence level with summarized text; and
3 evaluating a quality of the summarized text based on the confidence level.
- 1 36. A method according to Claim 35, further comprising:
2 adjusting the confidence level relative to one or more dropped words.
- 1 37. A method according to Claim 22, wherein at least one word
2 comprises a compound word comprising a plurality of individual words.
- 1 38. A method according to Claim 22, further comprising:

2 normalizing the case for letters occurring in each of the zero or more
3 phrases.

1 39. A method according to Claim 22, wherein the text comprises at
2 least one of an advertisement, search results and Web content.

1 40. A method according to Claim 22, wherein the text comprises non-
2 Web content.

1 41. A method according to Claim 22, further comprising:
2 placing the summarized text in at least one of an advertising creative,
3 summarized search results and summarized Web content.

1 42. A method according to Claim 22, further comprising:
2 placing the summarized text into at least one of a table cell and column
3 entry.

1 43. A computer-readable storage medium holding code for performing
2 the method according to Claim 22.

1 44. An apparatus for providing text summarization for use in Web-
2 based content, comprising:
3 means for determining text responsive to an executed query comprising
4 one or more query terms and means for identifying phrases within the text; and
5 means for summarizing the phrases into summarized text, comprising:
6 means for marking at least one word in the phrases;
7 means for matching zero or more words in the phrases to the query
8 terms; and
9 means for placing at least one of a matched word or a marked word
10 into the summarized text subject to space restrictions.

1 45. A system for building Web-based advertising creatives, /
2 comprising:

3 an advertising server to identify at least one item description responsive to
4 an executed query comprising one or more query terms;
5 a phrase identifier to extract a name from the item description and to
6 identify phrases within the name; and
7 a phrase summarizer to summarize the phrases into an advertising
8 creative, comprising:
9 a word marker to mark at least one word in the phrases;
10 a matcher to match zero or more words in the phrases to the query
11 terms; and
12 a word placer to place at least one of a matched word or a marked
13 word into the advertising creative subject to space restrictions.

1 46. A system according to Claim 45, further comprising:
2 a description identifier to retrieve a description from the item description
3 and to supplement the advertising creative with the description subject to space
4 restrictions.

1 47. A system according to Claim 46, further comprising:
2 a description summarizer to summarize the description.

1 48. A system according to Claim 45, further comprising:
2 a parse tree formed from the item description;
3 a parser to traverse the parse tree for constituents meeting syntactic
4 constraints; and
5 a description identifier to supplement the advertising creative with the
6 constituents subject to space restrictions.

1 49. A system according to Claim 45, further comprising:
2 a category identifier to retrieve a category name associated with the item
3 description and supplementing the advertising creative with the category name
4 subject to space restrictions.

1 50. A system according to Claim 49, further comprising:

2 a hierarchy of categories; and
3 a category summarizer to summarize the category name by prepending
4 ancestor categories determined from the hierarchy.

1 51. A system according to Claim 50, wherein redundant categories are
2 removed from the category name.

1 52. A system according to Claim 45, further comprising:
2 a confidence level associated with the category name; and
3 a category summarizer to select the category name having a substantially
4 best confidence level.

1 53. A system according to Claim 45, further comprising:
2 a merchant identifier to retrieve a merchant information from the item
3 description and supplementing the advertising creative with the merchant
4 information subject to space restrictions.

1 54. A system according to Claim 45, further comprising:
2 a case normalizer to normalize the case for letters occurring in each of the
3 zero or more words.

1 55. A system according to Claim 45, wherein the item description
2 comprises at least one of structured and unstructured Web content.

1 56. A system according to Claim 45, wherein the item description
2 comprises at least one of a product description and a service description.

1 57. A method for building Web-based advertising creatives,
2 comprising:
3 identifying at least one item description responsive to an executed query
4 comprising one or more query terms;
5 extracting a name from the item description;
6 identifying phrases within the name; and
7 summarizing the phrases into an advertising creative, comprising:

8 marking at least one word in the phrases;
9 matching zero or more words in the phrases to the query terms; and
10 placing at least one of a matched word or a marked word into the
11 advertising creative subject to space restrictions.

1 58. A method according to Claim 57, further comprising:
2 retrieving a description from the item description; and
3 supplementing the advertising creative with the description subject to
4 space restrictions.

1 59. A method according to Claim 58, further comprising:
2 summarizing the description.

1 60. A method according to Claim 57, further comprising:
2 forming the item description into a parse tree;
3 traversing the parse tree for constituents meeting syntactic constraints; and
4 supplementing the advertising creative with the constituents subject to
5 space restrictions.

1 61. A method according to Claim 57, further comprising:
2 retrieving a category name associated with the item description; and
3 supplementing the advertising creative with the category name subject to
4 space restrictions.

1 62. A method according to Claim 61, further comprising:
2 defining a hierarchy of categories; and
3 summarizing the category name by prepending ancestor categories
4 determined from the hierarchy.

1 63. A method according to Claim 62, further comprising:
2 removing redundant categories from the category name.

1 64. A method according to Claim 57, further comprising:
2 associating a confidence level with the category name; and

3 selecting the category name having a substantially best confidence level.

1 65. A method according to Claim 57, further comprising:
2 retrieving a merchant information from the item description; and
3 supplementing the advertising creative with the merchant information
4 subject to space restrictions.

1 66. A method according to Claim 57, further comprising:
2 normalizing the case for letters occurring in each of the zero or more
3 words.

1 67. A method according to Claim 57, wherein the item description
2 comprises at least one of structured and unstructured Web content.

1 68. A method according to Claim 57, wherein the item description
2 comprises at least one of a product description and a service description.

1 69. A computer-readable storage medium holding code for performing
2 the method according to Claim 57.

1 70. An apparatus for building Web-based advertising creatives,
2 comprising:

3 means for identifying at least one item description responsive to an
4 executed query comprising one or more query terms;

5 means for extracting a name from the item description;

6 means for identifying phrases within the name; and

7 means for summarizing the phrases into an advertising creative,

8 comprising:

9 means for marking at least one word in the phrases;

10 means for matching zero or more words in the phrases to the query
11 terms; and

12 means for placing at least one of a matched word or a marked word
13 into the advertising creative subject to space restrictions.